

Magid Innovation

“Activation Solutions”

Leveraging Emotional Data to Drive Real Results, Real Fast

A blend of Magid's proprietary emotional data, our clients' data and brand profiles, and our generative technology tool – to create targeted marketing that resonates, and drives tune in, engagement, and acquisition.



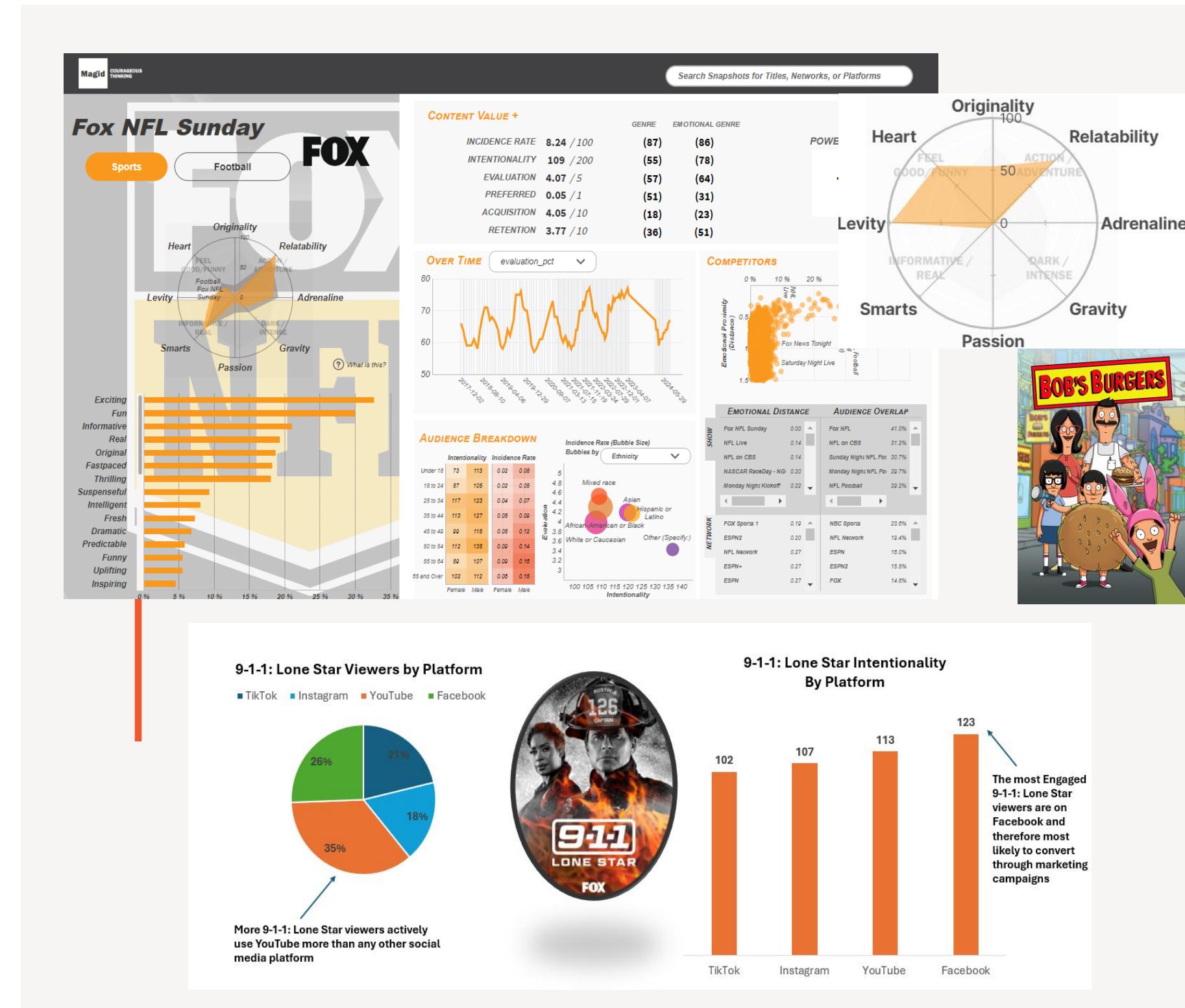
Leveraging Magid's zero party dataset

Dissecting Content Into Emotional Drivers

Identifying Those Audiences That Resonate Most With Those Emotional Drivers

Defining The Messaging That Will Motivate Those Viewers

Generating Marketing Strategies, Creative Briefs, Messaging and Social Posts





+18% Viewer Conversion with new marketing assets



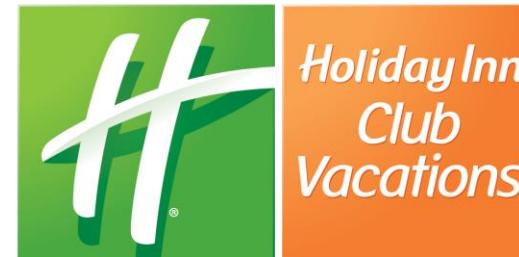
+10% Viewer Engagement with new content revisions



+12% Viewer Retention with new strategy matching sports and entertainment



+8% Advertising Efficiency & Effectiveness through new media planning process



+650 New pieces of marketing content, output = 2 FTEs

CLIENT PROBLEM

- How do we optimize the launch of three mid-season premieres?
- What do we need to know about the football audience to capitalize on our reach?
- How do we create the most resonant promos to run in our football broadcasts?

MAGID SOLUTION

Activated Intelligence:
Leverage emotional insights to determine what drivers to lean in on, to optimize marketing tactics

- Emotional Analysis (eDNA)
- Pilot Testing (custom quant)
- Promo Testing (custom quant)
- Measure impact (pre-, mid, and post-exposure survey)

FINDINGS/RESULTS

The promos infused with emotional insights drove 18% higher tune in than those without.



Magid COLLABORATOR

Professional

Activating Data and Insights, turning them into effective marketing tactics.

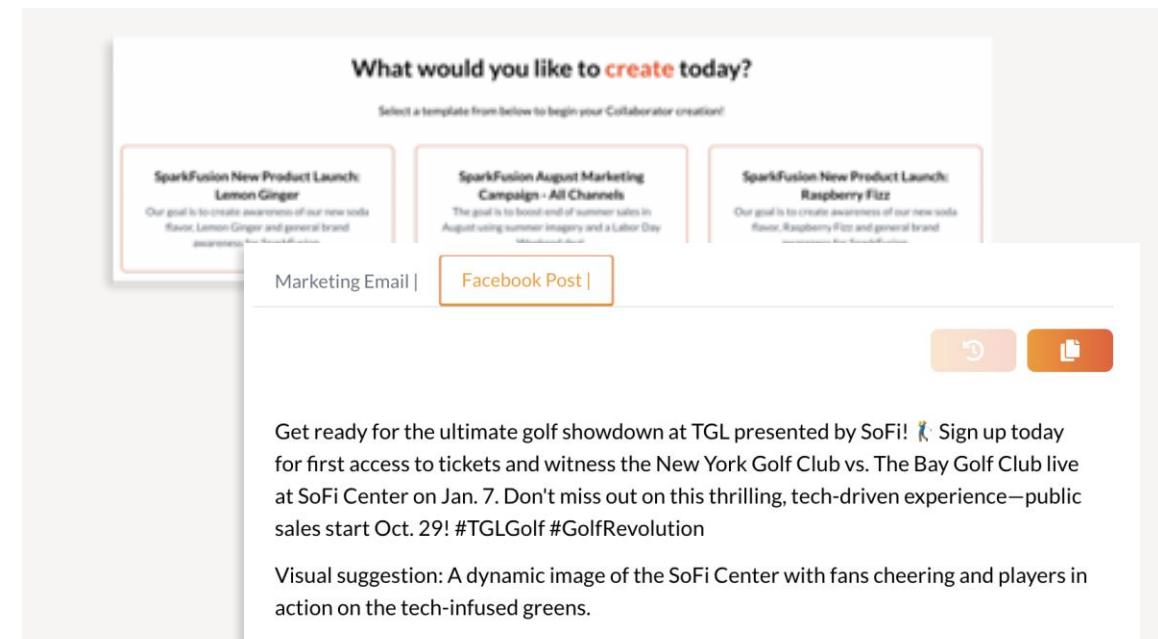
- Utilize your segmentation, customer data, custom research insights
- Ensure brand compliance with every piece of content
- Strong and consistent writing, regardless of staff capabilities
- Customer groups get messages customized for them, driving conversion and growth

Our proprietary content generator creates customized and exclusive, quality, on-brand, marketing content in minutes. Fed by multiple inputs:

- *Magid's proprietary consumer intelligence from our data lake of linked sets*
- *Your source materials and context (brand voice, audience data, etc.)*
- *Magid comms best-practices and feedback tools*
- *Third-party writing best-practices (University of Iowa School of Journalism, Magid School of Writing)*

HOW OUR CLIENTS USE IT:

- *Significantly increase output across Marketing, Sales, and Corporate Communications*
- *Ensure more brand safety - consistent and more trusted on-brand messaging across platforms*
- *Decrease workforce costs*
- *Build integration with existing systems*



What would you like to **create** today?

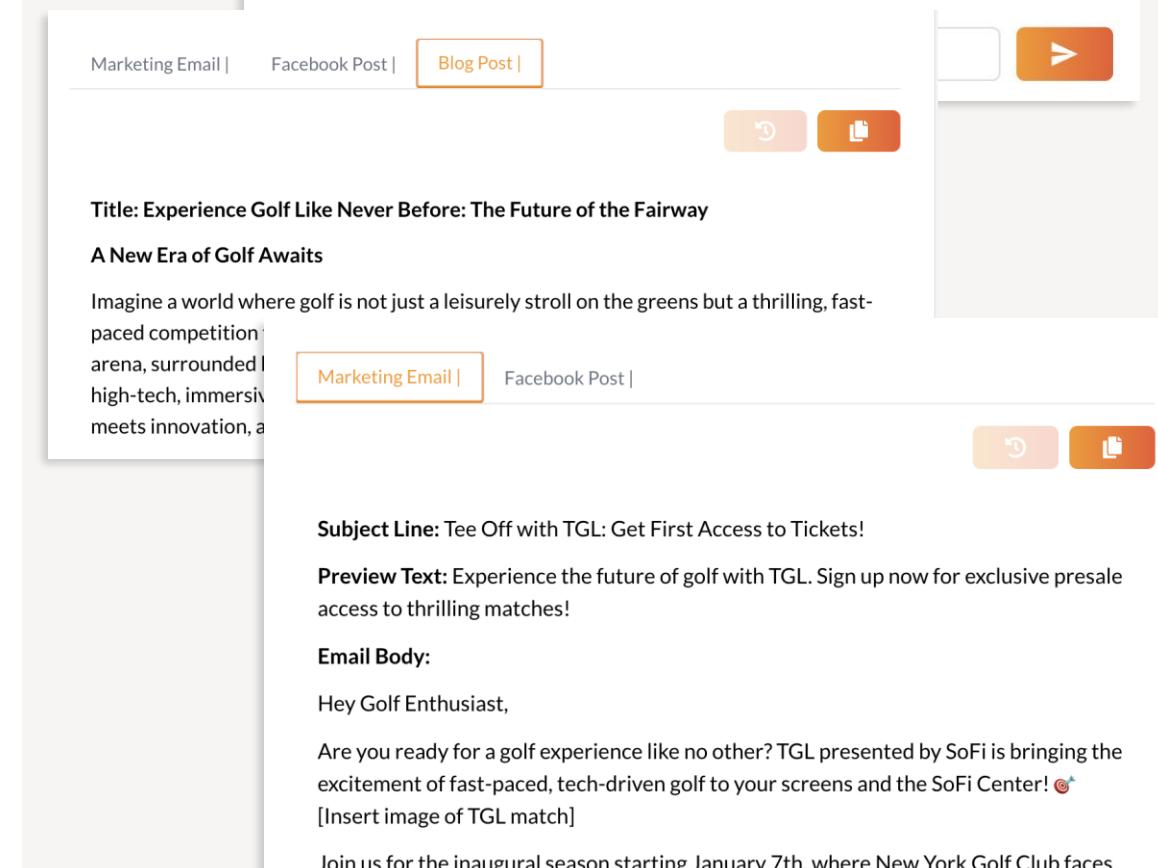
Select a template from below to begin your Collaborator creation!

SparkFusion New Product Launch: Lemon Ginger
Our goal is to create awareness of our new soda flavor, Lemon Ginger and general brand awareness.

SparkFusion August Marketing Campaign - All Channels
The goal is to boost end-of-summer sales in August using summer imagery and a Labor Day promotion.

SparkFusion New Product Launch: Raspberry Fizz
Our goal is to create awareness of our new soda flavor, Raspberry Fizz and general brand awareness.

Marketing Email | Facebook Post |



Marketing Email | Facebook Post | Blog Post |

Marketing Email | Facebook Post |

Title: Experience Golf Like Never Before: The Future of the Fairway

A New Era of Golf Awaits

Imagine a world where golf is not just a leisurely stroll on the greens but a thrilling, fast-paced competition in a high-tech arena, surrounded by high-tech, immersive technology that meets innovation, a

Marketing Email | Facebook Post |

Subject Line: Tee Off with TGL: Get First Access to Tickets!

Preview Text: Experience the future of golf with TGL. Sign up now for exclusive presale access to thrilling matches!

Email Body:

Hey Golf Enthusiast,

Are you ready for a golf experience like no other? TGL presented by SoFi is bringing the excitement of fast-paced, tech-driven golf to your screens and the SoFi Center! 🎾

[Insert image of TGL match]

Join us for the inaugural season starting January 7th, where New York Golf Club faces

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